

Winterport Area Business Association Meeting
Winterport House of Pizza, Main Street, Winterport, Maine
Wednesday, November 9, 2011

Meeting began at 7:05 am. Mission Statement was read.

Introductions of those members in attendance were conducted:

Bernie Littlefield, BEL Portraits – President
Ann Ronco, Old Winterport Commercial House – Secretary
Mike Anderson, Winterport Winery/Pairings/Penobscot Bay Brewery
Joan Anderson, Winterport Winery/Pairings/Penobscot Bay Brewery
Ray Ronco, A&R Associates
Nancy Tang – Glass Orchids / Silver Willow Gallery – Vice President
Desiree Viel – Winterport Pizza

The meeting minutes of Wednesday, October 12, 2011 were voted on and approved unanimously.

There was no treasurer's report this month. However, it was assumed the account remains at \$2,519.00 since there were no expenses this past month. A question was asked if payment had been received from this summer's music festival for the vendors. Ann said she would follow up with Tammy.

Nancy continued her presentation from last month regarding using social networking to benefit our businesses. She said Facebook offers promotional items for users to hand out to customers to "like" their business. She reiterated by using sites like Facebook and posting items such as business tips, meeting minutes, or events helps us to stay in contact with customers. Also discussed were the smart phones and the new QR codes. These are specialty barcodes for smart phone users only and it allows them to point their phones on these codes and have them make purchases instantly. Users can also place orders directly on their phone. She used the example of a grocery store that was using this technique to have commuters buy groceries while on their way home and how these groceries were automatically delivered to their homes.

Nancy went on to say that all social networking should be utilized because different people use different sites whether it's Twitter, Facebook, blogging, etc.

Joan and Mike from Winterport Winery will be hosting WABA's Christmas party at the Winterport Winery on Thursday, December 15 from 5pm – 7pm. This will be a pot luck gathering so please RSVP Joan at 223-4500 and let her know not only if you will be attending but also what you will be bringing. There will be no regular monthly meeting in December.

There are some new businesses coming into town. Rachel and Shannon Grooming Salon will be opening soon next to Silver Willow Gallery at 115 Main Street. Arcadia Security has moved in next door to 4 Points Bar-B-Que. Winterport Family Medicine will be moving into the building previously occupied by My Fork Restaurant. It was decided that WABA needs to develop a Welcome Basket to give to new businesses. Some items given could include information about WABA including a membership form and promotional items from our members such as coupons or brochures.

This also brought up a discussion of how does WABA find out about new businesses coming into the area.

A reminder that the Winterport Winery/Pairings/Penobscot Bay Brewery will be hosting a German Beer Garden Dinner on Thursday, November 17. Reservations are required and dinner will be served family style.

BEL Portraits will be at Montes in Bangor on December 4 from 1-4pm to take photos with Santa. For a donation of art supplies or monetary donation you will receive two 4x5 photos of your child with Santa. All proceeds will be donated to Path Finders. Cookies and hot cocoa will be served.

A Gingerbread Contest will be held at Pairings on Saturday, December 3rd at 6pm. There will also be holding four different classes on how to make gingerbread houses. All proceeds will be donated to Manna.

Nancy suggested WABA get an account with Vista Print so we can take advantage of free printing.

How to do a joint promotion of members was discussed. It was decided that a flyer containing coupons/promotions/sales could be put together and placed in various businesses and also handed out with every pizza box from the Winterport Pizza House. Nancy volunteered to put this together. Therefore, anyone interested can call or email Nancy at Silver Willow Gallery.

Meeting was adjourned at 8:09 am.

Reminder: There will be no formal meeting in December. Instead please join us at WABA's Christmas Party at the Winterport Winery on Thursday, December 15. Please RSVP to Joan at 223-4500.